

SEATTLE PEDESRTIAN ADVISORY BOARD  
November meeting: November 13, 2013

Attendance

Devor Barton  
Jacob Struiksma  
Jeff Lynn  
Joanne Donahue  
Anna Spooner  
Howard Wu, SDOT liaison  
Lydia Heard  
Dottie Faris  
Lily Berticevich  
Art Brochet, SDOT  
Jodie Connelley, King County Mobility Coalition & Bike Board  
John Morrison Winters, King County Mobility Coalition  
Allison Schwartz, SDOT

October minutes: Approved

Public comment: none

Agenda Item: 6:07 pm – Holiday Safety Campaign (Allison Schwartz) – 20min

- Allison is new to the campaign, and will first review of 2013 Center City Holiday Pedestrian Safety Campaign.
- 5<sup>th</sup> of a 5 year campaign, set forward based on the Pedestrian Master Plan
- Next: review of how the program went and how it can be duplicated next
- BACKGROUND
  - Goal: help change behavior to reduce collisions
  - Chose downtown during holidays for the campaign. Rationale: Nov.-Jan. more people and collisions during that time/place
  - Findings: downward trend in collisions during holiday season in general during past five years. Hard to say exactly what the downward trend is resulting from.
  - Where/why do collisions occur? Majority b/c of drivers failing to yield to pedestrians. But, great variety in location and reason for collisions.
  - By reviewing the data, we want to know if can move forward with more helpful messaging or communicating via police reports.
- MESSAGE AND MATERIALS
  - “Drive with Care. Walk Aware.” Esp. during holiday season, drivers need to be aware and walkers need to take extra care.
  - Materials: postcards, posters for cafes/coffee shops, bus ads.
  - Messaging has been translated in Chinese and Vietnamese this year, and they're working on getting their materials into the ID
- OUTREACH AND EVENTS

- 11/23 @ 1pm @ Westlake Park= kickoff event. Mayor will either be present or line up speakers.
- They're planning for 6-7 events during which they'll be passing out postcards.
- ENFORCEMENT
  - Working with SPD for patrols
  - With safety elves present, patrollers are reminding people that they can be cited.
    - Citations issued 12/12-1/13: 4 bikers, 62 walkers, 267 drivers.
- Nothing is changing too much from last year; mostly same materials, trying to keep messaging consistent, they're going to a few new events.
- Allison asks: do you have any impressions of the campaign for the previous year/in the future? There is still some wiggle room for this year, but this year's campaign is mostly set.
- Lydia: used to have trouble with causes of collisions data from SPD. Has that gotten better?
  - Allison: saw pretty specific, thorough data
- Lydia: how is this funded?
  - Allison: Ped Master Plan implementation funding
- Jacob: Are you marking lanes clearly- it's hard to pass 5<sup>th</sup> and Union W-bound traffic is difficult.
- Dottie: Do you work with SPD to help them decide where to station themselves based on where more accidents have been before?
  - Allison: It is up to SPD on where they place officers but we've given them the data/info that we have.
- Lydia: feedback on previous years- she thought umbrellas were great a few years back. Allison: The umbrellas cost about \$1000 and we heard negative feedback about the amount of money spent on them. Dottie: umbrellas were noticeable, and the umbrellas can last longer than other materials-- and pedestrian safety is a year round problem.
- Dottie: How much is a pedestrian citation? Anna: \$50.
- Allison: More courtesy enforcements were passed out than real tickets.
- Jeff: The responsibility of collisions graphed was all for cars, but marketing implies that the responsibility is equal between pedestrians and drivers. So, the main message should be about how the responsibility really lies with the person driving being in control of the safety. Lydia: probably won't ever trust drivers. Allison: Important feedback, thank you, especially after looking at the data. It's a delicate balance... Jacob: people need to be aware of what their responsibility is. David: The point of the marketing being framed this way is that people don't hear you if you attack them. The idea is that if you put people in both shoes they better understand what the quandary is. Jeff: I'm not a marketing expert but there is probably a way to emphasize a message w/o being accusatory. Jeff thinks sharing blame is often a part of our culture and messaging, even when it's not accurate.
- Joanne: is this the extent of the marketing? Allison: Yes, generally. Joanne: Yes, I see that you want to keep the language simple. I'm thinking of the term "defensive driving" that I learned as a driver, but now I'm also a "defensive pedestrian."
- Allison: In closing, I'd like to come back next year before presenting to Council for feedback.

## BOARD BUSINESS, HOWARD WU, SDOT

Around this time of year, Howard usually begins promoting applications. But, because of elections/office changes, he may need to postpone.

Finishing up their first terms: David, Lydia, Lorena. Jeff is filling in for somebody so his term is starting from the beginning.

2<sup>nd</sup> term: Mark

For those finishing their first terms: let Howard know if you'd like to apply for a second term.

3 mayor appointed, 1 council appointed

## Agenda item: 6:30 pm – Seattle School Traffic Safety Committee (Brian Dougherty, SDOT) – 20min

- Brian used to be the Ped Board liaison. School Traffic Safety Committee was suggested topic from Devor.
- There are around 30 school zones that have installed signs with the following messages for Safe Routes to School: School Year Started, Eyes on the Road, Let's Look Out for Each Other, Drive Slowly. Fairly low cost pilot program to get feedback. Pretty universal feedback that people/parents like seeing the signs. They will tweak the messages and in January will have signs on slightly larger scale and give schools more ownership over moving the signs.

## THE NEED

- 25-30% kids in Seattle walk/bike to school, much lower than before (1969: 42% walked nationally, 2001: 16%. About 25% morning traffic is kids being driven to school). There are unintended consequences: vicious cycle.
- Criteria: ped. Generators, roadway type, traffic volume/speed, existing sidewalks, leveraging opportunities. Grants.

## ELEMNTS OF SRTS

- Engineering, education, encouragement, enforcement (w/ SPD, targeted enforcement), evaluation

## OUTREACH

- Discussions w/ parents, kids, PTA, businesses, School Traffic Safety after schools selected

## PARTNERSHIPS: Seattle School Traffic Safety Committee

- Interdepartmental agreements between: SDOT, SPD, Seattle Public Schools, parent/ped/neighborhood advocacy groups
- This group plays a role in determining where crossing guards are located. Crossing guards are present for about 1 hr. before and after schools through arterials. 5<sup>th</sup> graders are empowered as "student patrollers" and use flags to stop traffic for students on quieter streets.
- Reviews ad hoc complaints
- Devor: reached out for Brian to come speak initially b/c of controversy over school boundaries- 'why is my kid going to a school they can't walk to?' Then, he learned that growth boundaries have nothing to do with walk plans. Brian: 2 new examples for Rox Hill Elementary School in W. Seattle: if you live right across the street from the school you'll be required to go to a different

school and cross really busy intersections. Also: Eckstein Middle School, basically the same situation in Wedgewood.

- Dottie: that's my neighborhood and people are really upset. Joanne: what are they trying to accomplish with that? Brian: I don't have a lot of insight into the School District's process b/c I'm not a part of the school district; they're trying to balance a lot of needs, and it seems that they're trying to balance population needs and are projecting populations years out, which is clearly a difficult job, but walking/biking isn't a priority.
- Jacob: is there a way we can change their process? Brian: a few Board members have been very sympathetic to this and they're accepting public comment. Devor: thinking more long-term, it's strange that the school Board would consider growth boundaries w/o considering how students are supposed to get there. Also, Betty Patu on the school board said the school board looked at everything on the maps w/o looking at topography; there are big hills, ex. Betty has 4/5 votes to delay the forward process on the current roles.
- Brian: Lydia was at the Bridging the Gap presentation- would you recommend I come back to present with more time? Lydia: yes, it's a good presentation. Brian: Jeffrey has been to committee meetings. Lorena is your liaison to our committee. We have money for projects coming in for school speed zone cameras.
- Dottie: not all schools get this Safe Routes program? Brian: We have been able to do 5 schools/year, now we'll be able to do 15. Also, our projects will be maximized. Jeff: Will schools be chosen through the same selection process? Brian: The School Road Action Plan through Mayor's office has a best practices review and is looking at how other schools throughout the country are doing this and will give a new set of recommendations.

Agenda item: 6:50 pm – Capital Projects Overview (Art Brochet, SDOT) – 30min

- Art: is the Capital Projects and Roadway Structures liaison. Wants to find out about how SPAB can give input/feedback effectively and efficiently for things such as: Bridging the Gap, retrofit, street repavement, Safe Routes for Schools... His group is responsible for the design/construction of those programs, and want to make sure they best use the expertise of our community members before and during construction. They don't decide which projects we get, they're just given to them. There are pretty tight parameters for projects that are given, and they want to work with SPAB. Art will give an overview of the projects that are coming up in the next 1-2 years and hear which projects SPAB is especially interested in being involved with and will also go over the process. We can consider things like how curb cuts are placed, etc. He wants this to be a discussion, then we'll have a list of specified projects that we can come back to in more detail.
- Has looked at everything they have coming up and has crossed out what they're not working on in the next few years and what we may not care about...Here is the list of things SPAB may be interested in:
  - 23<sup>rd</sup> Ave. Corridor improvements project: re-channelization on 23<sup>rd</sup> and Greenway going parallel. SPAB had a presentation on it. Devor: the Greenway aspect was not part of the presentation, and would like a follow-up presentation about that. Art: open house last week for talking about the Greenways. 200-ish people showed up, mostly with people eager to comment on the 23<sup>rd</sup> aspect of the project (not the greenways).
  - 3<sup>rd</sup> Ave. Corridor improvement: underway early next year, downtown, primarily sidewalk improvements. Anna: SPAB had presentations on that a few months ago. Jacob: the main concern about construction time safety. Art: is that general to all construction?

Jacob: Yes. Art: So, maybe we can get our construction team involved with you regarding that during review. Lydia/Devor: We don't know what stage things are at now, but would like updates. Art: expecting notice to proceed in January. David: Still lots of design questions when we were notified.

- AAC project: Arterial Asphalt and Concrete projects=repaving streets. Art: arterial SPU drainage installation...combined sewage into the Sound. Generally funded by Bridging the Gap. Projects go from curb edge to curb edge. Sometimes these projects allow us to do other things...multimodal projects, ex. Devor: how does this comply with complete streets? Art: These projects are often exempt from complete streets. Don't know from who... Devor: That doesn't make sense because of the defined complete streets goals. Art: Don't take my word completely, but I think the Bridging the Gap \$ is specifically for repaving the streets, and hasn't expanded to be able to fund sidewalks. But, they do replace substandard curb cuts.
- AAC on Holman Road: Out to Advertisement now. Jacob: we heard about this one during the summer. We'd like an update on it.
- AAC on 120<sup>th</sup> Sand Point Way: nearly completed at this point
- AAC on Northgate and 105<sup>th</sup>: received additional funding, so it's become more of a complete streets project. Devor: this has been on my radar. Art: construction began in July and is planned to go through next July. Things move more slowly when they involve sidewalks.
- Rapid ride improvements on Aurora: 3 package deals. Jacob: has been following this through email updates. Art: about to go to advertising the projects. Accommodations being made on Aurora to accommodate the Rapid Ride buses. Howard: many of the stops for capital improvements should be made soon. Art: done probably by June. Devor: No info yet, we'd be interested.
- Bicycle Master Plan: Jacob: wish there was more info about how the Bicycle Master Plan affected us as pedestrians. Still unsure about cycle tracks, for example. Art: The Plan has been finalized by not approved. Rubber meets the road when it comes to which aspects of the Plan we will prioritize- we're thinking of focusing on cycle tracks in City Center first. Jacob: would like some focus on how crossing cycle tracks affects pedestrians. Devor: after the Plan is approved can we have a presentation about its implementation and how things will be moving forward?
- Paint Fremont Bridge: one pedestrian lane will be open at all times. March through August.
- Airport over Argo: almost done
- Fairview Ave. N: about to begin. Some bridge projects aren't clear that they're bridges at all. Ex: King Street Bridge, Post Alley.
- Dottie: generally, we can say we're interested in Greenway projects. Also, when projects are early enough in the planning stages and we can affect them we could like to learn about them, and if construction is about to start then we can advise. Devor: also, after projects we'd like to learn about how pedestrians are affected by the new changes Joanne: siloed funding w/in SDOT affects us a lot- is there a way we could talk to somebody about that?
- Processes: complete streets, silos (connected w/ complete streets). Devor: A main focus is getting projects in front of the Board early enough to be able to have input. This has

been an ongoing issue, but it feels like it's getting better. Art, would you be able to meet separately with a few of us? We haven't even talked about Safe Routes for Schools. Art: ...or Neighborhood, Waterfront... Dottie and Devor: Waterfront is important to talk about.

- David: At the retreat we said we want to get a better handle on the capital process; how to best identify how to help/shape things to become more effective. Art: Great idea. A strong committee structure will help with that type of specialized understanding.
- Dottie: could we meet with somebody in SDOT's Communications Dept.? The way you cross at cycle tracks, for example, isn't publicized well to the public--sometimes you just don't know what to do. Devor: The city has some experience with that w/ marketing new procedures with the bike boxes.
- Allison: as a Bike Board member: we're checking in with SDOT about cycle tracks. Ex: @ Yesler and Broadway, the cycle track and new street car lanes aren't intersecting well. There's a lot of new stuff for SDOT to communicate. Howard: there's an education component of the Bike Master Plan update but I'm unsure of what it will entail specifically. Devor: Lyndon cycle track just opened. Jacob: in Cap Hill it's even more urban. Dottie: about a year ago there was a presentation: the Let's be Super Safe Campaign. Their target audience was kids, so they focused on making info digestible. I wonder how successful that was. Allison: That group will be managing the Bike 101.

Agenda item: 7:20 pm – King County Mobility Coalition (Jon Morrison-Winters, King County) – 40 min

John Morrison Winters:

- HISTORY
  - Outgrowth of King County agencies. This group came together, and all are groups focused on aging. SAFETEA-LU legislation coordinated a Special Needs committee with a transit needs focus. Now this group=King County Mobility Coalition.
  - They are a county level group that's part of this planning process and filters from the federal level on down. Under SAFETEA-LU, groups were required to coordinate with other agencies.
- WHO WE ARE
  - 28 members representing rural/urban transit providers, nonprofits servicing special needs clients, system users
  - For transportation disadvantaged groups, they focus on challenges that go above and beyond traditional fixed-route services.
- VISION
  - World class transportation network that allows all people to move freely around King County and Puget Sound region

- MOBILITY MGMT
  - "Mobility managers" do this...like John himself. Mobility managers use a somewhat different approach than other groups take: policy coordination (federal to county level), info and assistance (3 travel training programs, like training on how people ride the bus- refugee populations, ex.), planning/implementation (projects to identify needs/ gaps)
- PROJECT EXAMPLES
  - Jodie will talk about the work she's done.
  - Also, we have a youtube series for many languages. The initial focus was on refugees so there is an extensive amount of languages included who have access to their materials.
  - Neighborhood Livability project: w/in realm on 'community' transportation. Snoqualmie Valley transportation (nonprofit, actually- they can partner w/ other groups to go above and beyond) provides the Hyde shuttle.
  - Pedestrian and livability issues are a part of the transportation realm that they care about.
- NEIGHOBORHOOD LIVABILITY PROJECT
  - Funded by the Community Transformation Grant. Focused on change and communities, empowering individuals. Ex: neighborhoods groups, master plans, etc.
  - Initial project idea not funded. So, now: this could be volunteer-driven. Maybe SPAB has interest? Their quarterly meetings open to the public.
  - Jon Morrison Winters, [jwinters@hope-link.org](mailto:jwinters@hope-link.org)

Jodie: Harborview Medical Center, recreational therapist under contract w/ Metro.

- John: The Coalition doesn't do a lot on its own- it's the individuals like Jodie who do the projects that are so successful.
- Jodie: and we wouldn't be able to do these projects w/o the Coalition!
- Designed a grid to help people understand their transit options. Created a map by partnering with HelpLink, who had the mapping skills. Good first step. (map materials handed out)
  - Also: pedestrian safety checklist, orange cards for non-English speaking riders (pilot project), additional tip sheets to target concerns people have
- PROJECT GO

- Result of coalition. Needs of King County Housing Authority. Excited to work with them b/c they can go to where people live and talk to people and figure out how to get people where they need to go.
- Program vision: more livable, healthy, active communities, strengthen the link between transit, community activities and resources for seniors for seniors, individuals w/ disabilities and immigrants/refugees
- Joanne: Have walkable, safe environment issues come up? Rarely does the bus take people *exactly* where they need to go. Jodie: Yes, on a visioning and site level it's certainly come up. Residents share often about what the concerns are and they work with the residents to have them reach out to have their voices heard by the appropriate channels.
- Clients: King County Housing Authority had 10 buildings with 62+ yrs old, or adult w/ disability, single residences, 30-90 residences/building, culturally diverse
- Goals: community mobility education, individual goal setting (encouraging but not pushy), community networking/social connections, transportation education and connection, generalization of skill
- Guiding principles: everybody is welcome, we'll target their needs, respect culture/norms of each place.
- Going to 10 sites. 4 weeks in a row. 1 hour sessions 1x/week for 4 weeks, 1 month follow-up. Then, a bus trip afterward and a follow-up.
- Week 1: everybody gets a notebook w/ info. Overview, goal setting, review transportation options. Week 2: pedestrian safety overview (adopted Watching Out for Us program and adapted the needs), Safe Street Seattle reflective gear (but then they also explain that those items aren't going to keep you safe completely; you still have to act safely), Week 3: ORCA card directions are daunting for people in this age group. Metro has a great program now to bring ORCA card sign-ups *to* the program, which has been a great success and benefit. Week 4 and 1-month later follow-up: emergency preparedness, Ride Around the Sound.
- Outcome measures: not a research project, don't have tons of data, just positive anecdotal reports. 136 participants reached, 367 contact hours.
- This has been so exciting.
- Next: provide info to King County Housing Authority. More collaboration TBD...
- Jacob: what about blind people? All of your information needs to be in Braille, tactile-raised, in an electronic format. People have moved to Seattle b/c they've heard it's great for transportation, so what are you doing to work with blind people? Jodie: Share info for getting people getting in touch with various groups. Vision-impaired people had been worked with but



we hadn't needed to go out of the way to get Braille yet. Jacob: National Federation for the Blind and Council for the Blind would work with you. Jodie: I've been in touch with somebody there. Our font is size 14 and we were focused on color contrast, and more feedback is helpful, too. Jon: Jacob, that's helpful for me to hear, too. Mark: will Metro project cuts affect you? Jodie: unsure if the specific bus routes they have focused on will or will not. A planner has heard our feedback. Jacob: sidewalks are a big piece.

Devor: it's after 8 we're officially adjourned. (8:04) any other questions?

Joanne: Have you connected with the Seattle Housing Authority? Jodie: We'd like to connect with them but haven't. Joanne: Seems like a natural partner, and they have similar issues.

Dottie: Large areas on this map are without coverage- Bellevue and Redmond, ex. Jodie: fixed routes aren't on this map because it would look too confusing. Dottie: Still, that's really surprising.